

U.S. SMALL BUSINESS ADMINISTRATION

SMALL BUSINESS WEEK

LOCAL AWARD

GUIDELINES

2013

In recognition of the small business community's contribution to the American economy and society, the President of the United States designates one week each year as National Small Business Week. Leading up to National Small Business Week (SBW), the U.S. Small Business Administration (SBA), often in conjunction with public- and private-sector small business supporters, will host special events at the local and state levels to honor and present awards to local entrepreneurs and those who support small business. This guideline is for the Local Awards. For information on the Small Business Person of the year Award, contact Patti Guttmann or look for the Small Business Persons guidelines on the SBA website at www.sba.gov or on the St. Louis Small Business Week website www.sbwem.org. The Small Business Person of the Year Award is due January 3, 2013.

SBA Awards given in celebration of Local Small Business Week include the following awards:

- 1. Small Business Person of the Year** (will become National Award – see instructions above)
- 2. St. Louis District Small Business Exporter of the Year,**
- 3. St. Louis District Young Entrepreneur of the Year;**
- 4. St. Louis District Family-Owned Small Business of the Year;**
- 5. St. Louis District Home Base Small Business of the Year,**
- 6. St. Louis District Minority Owned Small Business of the Year,**
- 7. St. Louis District Veteran Owned Small Business of the Year,**
- 8. St. Louis District Woman Owned Small Business of the Year,**
- 9. St. Louis District Rural Owned Small Business of the Year, and**
- 10. St. Louis District Entrepreneurial Success Award;**

2 through 10 awards are local awards only and due to the local SBA office 01-31-2013.

The Agency reserves the right, in its sole reasonable discretion, to remove a nominee from the selection process.

For Questions or More Information:

**Patti Guttman, EDS
SBA St. Louis DO
1222 Spruce Street, Room 10.103
St. Louis, MO 63103**

Phone: 314-539-6600x255

Email: patricia.guttman@sba.gov

SBA Awards

The nomination and selection process, evaluation criteria and time frame for the various SBA Awards are set forth below.

Small Business Person of the Year Awards – due January 3, 2013

SBA will make Small Business Person of the Year awards at the district level (in multi-district states), the State level (from each of the 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands and Guam) and the National level. The National Small Business Person of the Year is selected from the State winners.

Who is eligible to be nominated for this award?

Any individual who owns and operates or who bears principal responsibility for operating a small business may be nominated. Partners who jointly own and operate a small business may be nominated as a “team,” so long as the number of individuals in the team nomination does not exceed four. A nominee for Small Business Person of the Year must own or operate a business defined as “small” under the applicable SBA size standards. Individuals who have received the Small Business Person Award at the State level within the past five years are not eligible. Nominees must also be residents of the United States or its territories and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws. While receipt of SBA assistance is not required, it is preferred. Consult your nearest SBA district office if you have questions.

Who may submit nominations for this award?

Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, may submit nominations for the Small Business Person of the Year award. Individuals may not be nominated for more than one SBW 2013 award category.

Where are the nominations to be sent?

Nominations must be submitted in one of two ways:

1. Nominations may be submitted to the attention of **Patti Guttman, EDS, SBA St. Louis District Office, 1222 Spruce Street, Room 10.103, St. Louis, MO 63103.**

2. Nominations may be submitted via the online nominations portal on www.sba.gov.

What is the deadline for nominations?

All nominations for Small Business Person of the Year must be postmarked or hand delivered to the appropriate SBA District Office no later than January 3, 2013.

What information must the nomination package contain?

Nominations must be typewritten on one side of 8 1/2" x 11" white stationery, collated and secured in a 1 1/2" binder. Incomplete nomination packages will not be considered. All evaluation/selection criteria must be specifically addressed. A complete nomination package will also include, in the following order:

1. A single cover page stating —
 - the nominee's full name, title, business and home addresses with telephone and fax numbers, and e-mail address if applicable;
 - the award for which the nomination is being made;
 - the nominator's name, title, place of business, business address and telephone number and e-mail address if applicable;
 - the type of SBA assistance received (e.g., loan, SCORE counseling, SBDC assistance, etc.), if applicable; and
 - a one-paragraph description of the nominee's business.
2. A completed background form (SBA Form 3300, Award Nomination Form) which is available through SBA field offices. For "team" nominations for Small Business Person of the Year, a background form is required for each team member;
3. An original 8" x 10" or 5" x 7" photo of the nominee; or a digital photo – at least 300 dpi; photocopies are not acceptable;
4. Four to five additional photos of the nominee's company and employees at work;
5. A nomination letter, to include a concise statement of the qualities and performance that merit the award, not to exceed four pages;
6. A brief biography of the nominee, not to exceed one page;
7. A business profile, not to exceed one page;
8. The nominee's financial statement — including balance sheets, profit-and-loss statements and financial reports — not exceeding 12 pages, on 8 1/2" x 11" paper - for the last three years;
9. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
10. A completed SBA Form 2137 Award Nomination Consent Form, which is available through SBA field offices.

What are the selection procedures for this award?

Small Business Persons of the Year Award winners will be selected at the district (in multi-district states), state and national levels. In those states served by more than one SBA district office, additional awards may also be given at the district level. Winners at each level will be selected by a

panel of judges. Winners at each level will be considered for awards at the next highest level. Nomination packages for each state winner will be sent to the appropriate regional SBA office and prepared for transmittal to the SBA's Office of Communications and Public Liaison for review. The National Small Business Person of the Year will be selected by the SBA Administrator based on the recommendations of the Agency's National Small Business Week panel of judges. The winner will be announced during National Small Business Week. Non-federal employees serving as judges must sign a conflict of interest/non-disclosure certification.

Key Deadlines

January 3, 2013 National Small Business Week 2013 nominations must be received by SBA district offices.

January 24, 2013 SBA district winners will be selected from multi-district states; state winners will be selected from single-district states.

February 7, 2013 A panel of judges will select state winners in multi-district states.

April 1, 2013 State Small Business Persons of the Year will be announced.

What are the evaluation/selection criteria for the Small Business Person of the Year award?

In evaluating the nomination packages, the judges will look at the following criteria:

- 1. Staying power — a substantiated history as an established business; including:**
 - Number of years in business; minimum three years.
 - Sustained expansion, addition of territories, growth in square footage occupied.
 - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years.
- 2. Growth in number of employees — a benchmark to judge the impact of the business on the job market.**
 - Sustained over a minimum of three years.
 - Increase over the three years must be in excess of growth in Gross National Product.
- 3. Increase in sales and/or unit volume — an indication of continued growth over the last three years.**
 - Consistent growth in net income as evidenced by fiscal year annual profit-and-loss statements for a minimum of the last three years.
- 4. Current and past financial performance — financial reports substantiate an improved financial position of the business.**
 - Profit-and-loss statements for the last three years, reflecting sustained upward growth.
 - Balance sheets for the last three years, showing consistent increase in net worth and/or partners' return.
- 5. Innovativeness of product or service offered — an illustration of the creativity and imagination of the nominee.**
 - Specific description of uniqueness of product or service.
 - Explanation of how product or service fits a niche not being adequately addressed by the competition.
- 6. Response to adversity — examples of problems faced in the nominee's business and the methods used to solve them, including:**
 - Specific description of financial, physical, legal or other crisis.
 - Substantiation of the threat to the continuity of the business.
 - Defined actions taken by the nominee to resolve the crisis.
- 7. Contributions to community-oriented projects — evidence of the use of his/her personal time and resources, including:**

- Listing of specific contributions of money, time, or resources to charitable causes.
 - Membership in councils boards and clubs providing support and services to the community.
- 8.** If applicable, a description of the products exported and markets served.

Small Business Administration Local Awards

- St. Louis District Small Business Exporter of the Year
- St. Louis District Young Entrepreneur of the Year
- St. Louis District Family-Owned Small Business of the Year
- St. Louis District Home Base Small Business of the Year
- St. Louis District Minority Owned Small Business of the Year
- St. Louis District Veteran Owned Small Business of the Year
- St. Louis District Woman Owned Small Business of the Year
- St. Louis District Rural Owned Small Business of the Year
- St. Louis District Entrepreneurial Success Award.

SBA will make the above referenced awards to eligible small businesses at the district level.

Who is eligible to be nominated for these awards?

To be nominated and receive one of these awards, the small business nominee must fit within the category of the award:

Small Business Exporter of the Year: Any individual who owns and operates a small business engaged in exporting may be nominated.

Young Entrepreneur of the Year: To be considered a young entrepreneur, the individual must serve as a majority owner and operate or bear principal responsibility for operating a small business with a three year track record, and who will not have reached the age of 30 by June 1, 2013.

Family-Owned Small Business of the Year: This award honors a family-owned and operated business which has been passed on from one generation to the next. The owner must also serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 15-year track record.

Home Base Small Business of the Year: An individual who has experienced the rewards and difficulties of owning a home-based business.

Minority Owned Small Business of the Year: An individual who has experienced the rewards and difficulties of owning a minority owned business.

Veteran Owned Small Business of the Year: An individual who has experienced the rewards and difficulties of owning a veteran owned business.

Woman Owned Small Business of the Year: An individual who has experienced the rewards and difficulties of owning a woman owned business.

Rural Owned Small Business of the Year: An individual who has experienced the rewards and difficulties of owning a rural owned business.

Nominees must also be residents of and employed in the United States or its territories and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws. Consult your nearest SBA St. Louis District Office if you have questions.

Who may submit nominations for these awards?

Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, may submit nominations for these Small Business Awards. Individuals may not be nominated for more than one award category.

Where are the nominations to be sent?

Nominations must be submitted to the U.S. Small Business Administration **Patti Guttman, EDS, St. Louis District Office, 1222 Spruce Street, Room 10.103, St. Louis, MO 63103.**

What is the deadline for nominations?

All nominations for the LOCAL Small Business Awards must be postmarked or hand delivered to **Patti Guttman at the St. Louis SBA DO** located at 1222 Spruce Street, Room 10.103 on the tenth floor of the Robert A. Young Building **no later than January 31, 2013.**

What information must the nomination package contain?

Nominations must be typewritten on one side of 8 1/2" x 11" white stationery, collated and secured in a 1 1/2" binder. Incomplete nomination packages will not be considered. Pages should NOT be in plastic sleeves, unless the plastic sleeve contains the photograph. All evaluation/selection criteria must be specifically addressed. A complete nomination package will also include, in the following order:

1. A single cover page stating —
 - the nominee's full name, title, business and home addresses with telephone and fax numbers, and e-mail address;
 - the award for which the nomination is being made;
 - the nominator's name, title, place of business, business address and telephone number and e-mail address; and
 - a one-paragraph description of the nominee's business, if applicable.
2. A completed background form (SBA Form 3300, Award Nomination Form) which is available through SBA field offices. For "team" nominations for any of the above Small Business Champion Awards, a background form is required for each team member.
3. An original 8" x 10" or 5" x 7" photo of the nominee; or a digital photo – at least 300 dpi; photocopies are not acceptable.
4. Four to five additional photos of the nominee's company, employees at work.
5. A nomination letter, to include a concise statement of the qualities and performance that merit the award, not to exceed four pages.
6. A brief biography of the nominee, not exceeding one page.
7. A business profile, not exceeding one page, if applicable
8. The nominee's business financial statement including balance sheets, profit-and-loss statements and financial reports not exceeding 12 pages, on 8 1/2" x 11" paper – for the last three years, if applicable.
9. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
10. A completed SBA Form 2137 Award Nomination Consent Form, which is available at SBA offices.
11. For Small Business Exporter of the Year, the nomination package must include a description of the products exported and markets served.

What are the selection procedures for these awards?

The SBA Small Business Awards will be selected at the St. Louis district level. Winners will be selected by a panel of judges.

Key Deadlines – LOCAL AWARDS – due January 31, 2013

January 31, 2013 St. Louis District Office Local Small Business Week 2013 nominations must be received by **Patti Guttmann, SBA St. Louis District Office, 1222 Spruce Street, Room 10.103, St. Louis, MO 63103..**

What are the evaluation/selection criteria for the Small Business awards?

Each of the above Small Business Awards has specific evaluation criteria which are listed below:

Small Business Exporter of the Year

1. Increased sales, profits and/or growth of employment because of exporting.
2. Creative overseas marketing strategies.
3. Effective solutions to export-related problems.
4. Demonstrated encouragement of other small businesses to export.
5. Volunteer assistance to other small businesses entering the export market.
6. Preferred they have received SBA assistance to help the business grow. This will include assistance by one of the resource partners known as SCORE, Grace Hill WBC, Veteran's Business Resource Center, or the Small Business and Technical Development Center.

SBA Young Entrepreneur of the Year

1. Evidence of success as measured by sales and profits.
2. Increased employment opportunities created by the nominee's business.
3. Development and/or utilization of innovative or creative business methods.
4. Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.
5. Must have not reached the age of 30 prior to June 1, 2013.
6. Preferred they have received SBA assistance to help the business grow. This will include assistance by one of the resource partners known as SCORE, Grace Hill WBC, Veteran's Business Resource Center, or the Small Business and Technical Development Center.

Family-Owned Small Business of the Year

1. Evidence of success as measured by sales and profits.
2. Increased employment opportunities for family members and non-family members for the nominee's business.
3. Demonstrated potential necessary for long-term business success and economic growth.
4. Voluntary efforts to strengthen family-owned businesses within the community.
5. Preferred they have received SBA assistance to help the business grow. This will include assistance by one of the resource partners known as SCORE, Grace Hill WBC, Veteran's Business Resource Center, or the Small Business and Technical Development Center.

Home-Based Small Business of the Year

1. Evidence of success as measured by sales and profits.
2. Increased employment opportunities created by the nominee's business.
3. Development and/or utilization of innovative or creative business methods.
4. Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.
5. Preferred they have received SBA assistance to help the business grow. This will include assistance by one of the resource partners known as SCORE, Grace Hill WBC, Veteran's Business Resource Center, or the Small Business and Technical Development Center.

Minority Owned Small Business of the Year

1. Evidence of success as measured by sales and profits..
2. Increased employment opportunities created by the nominee's business.
3. Development and/or utilization of innovative or creative business methods.
4. Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.
5. Other accomplishments demonstrating the nominee's merit as an effective advocate for minority small business interests.
6. Preferred they have received SBA assistance to help the business grow. This will include assistance by one of the resource partners known as SCORE, Grace Hill WBC, Veteran's Business Resource Center, or the Small Business and Technical Development Center.

Veteran Owned Small Business of the Year

1. Evidence of success as measured by sales and profits..
2. Increased employment opportunities created by the nominee's business.
3. Development and/or utilization of innovative or creative business methods.
4. Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.
5. Other accomplishments demonstrating the nominee's merit as an effective advocate for veteran small business interests.
6. Preferred they have received SBA assistance to help the business grow. This will include assistance by one of the resource partners known as SCORE, Grace Hill WBC, Veteran's Business Resource Center, or the Small Business and Technical Development Center.

Woman Owned Small Business of the Year

1. Evidence of success as measured by sales and profits.
2. Increased employment opportunities created by the nominee's business.
3. Development and/or utilization of innovative or creative business methods.
4. Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.
5. Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of businesses owned and operated by women.
6. Preferred they have received SBA assistance to help the business grow. This will include assistance by one of the resource partners known as SCORE, Grace Hill WBC, Veteran's Business Resource Center, or the Small Business and Technical Development Center.

Rural Owned Small Business of the Year

1. Evidence of success as measured by sales and profits.
2. Increased employment opportunities created by the nominee's business.
3. Development and/or utilization of innovative or creative business methods.
4. Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.
5. Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of businesses owned and operated in rural areas.
6. Preferred they have received SBA assistance to help the business grow. This will include assistance by one of the resource partners known as SCORE, Grace Hill WBC, Veteran's Business Resource Center, or the Small Business and Technical Development Center.

What are the evaluation/selection criteria for the local Exporter, Young, Family-Owned, Home Base, Minority, Veteran, Woman and Rural Small Business of the Year award?

In evaluating the nomination packages, the judges will look at the following criteria:

1. Staying power — a substantiated history as an established business; including:
 - Number of years in business; minimum three years.
 - Sustained expansion, addition of territories, growth in square footage occupied.
 - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years.
2. Growth in number of employees — a benchmark to judge the impact of the business on the job market.
 - Sustained over a minimum of three years.
 - Increase over the three years must be in excess of growth in Gross National Product.
3. Increase in sales and/or unit volume — an indication of continued growth over the last three years.
 - Consistent growth in net income as evidenced by fiscal year annual profit-and-loss statements for a minimum of the last three years.
4. Current and past financial performance — financial reports substantiate an improved financial position of the business.
 - Profit-and-loss statements for the last three years, reflecting sustained upward growth.
 - Balance sheets for the last three years, showing consistent increase in net worth and/or partners' return.
5. Innovativeness of product or service offered — an illustration of the creativity and imagination of the nominee.
 - Specific description of uniqueness of product or service.
 - Explanation of how product or service fits a niche not being adequately addressed by the competition.
6. Response to adversity — examples of problems faced in the nominee's business and the methods used to solve them, including:
 - Specific description of financial, physical, legal or other crisis.
 - Substantiation of the threat to the continuity of the business.
 - Defined actions taken by the nominee to resolve the crisis.
7. Contributions to community-oriented projects — evidence of the use of his/her personal time and resources, including:
 - Listing of specific contributions of money, time, or resources to charitable causes.
 - Membership in councils boards and clubs providing support and services to the community.
8. If applicable, a description of the products exported and markets served.

Entrepreneurial Success Award

Individuals must own and operate businesses initially launched as small businesses according to SBA size standards and subsequently developed into large businesses; and they must have received SBA assistance to help the businesses grow.

SBA will make the above referenced award to an eligible business in the territory of the St. Louis District Office.

Who is eligible to be nominated for this award?

To be nominated and receive this award, the nominee must be an individual who owns and operates or who bears principal responsibility for operating a business. Partners who jointly own and operate a business may be nominated as a "team," so long as the number of individuals in the team nomination does not exceed four. A nominee for this award must own or operate a business that initially was defined as "small" under the applicable SBA size standards, developed into a large business and must have received SBA assistance to help the business grow. Nominees must also be residents of and employed in the United States or its territories and will be subject to background checks. Consult your nearest SBA district office if you have questions.

Who may submit nominations for this award?

Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, may submit nominations for this Award. Individuals may not be nominated for more than one award category.

Where are the nominations to be sent?

Nominations must be submitted to the U.S. Small Business Administration **Patti Guttman, EDS, St. Louis District Office, 1222 Spruce Street, Suite 10.103, St. Louis, MO 63103. She can be reached at patricia.guttman@sba.gov or (314) 539-6600 x255.**

What is the deadline for nominations?

All nominations for the Entrepreneurial Success Award must be postmarked or hand delivered no later than **January 31, 2013** to the **SBA St. Louis District Office.**

What information must the nomination package contain?

Nominations must be typewritten on one side of 8 1/2" x 11" white stationery, collated and secured in a 1 1/2" binder. Incomplete nomination packages will not be considered. All evaluation/selection criteria must be specifically addressed. A complete nomination package will also include, in the following order:

1. A single cover page stating —
 - the nominee's full name, title, business and home addresses with telephone and fax numbers, and e-mail address;
 - the award for which the nomination is being made;
 - the nominator's name, title, place of business, business address and telephone number and e-mail address; and

- a one-paragraph description of the nominee's business.
- 2. A completed background form (SBA Form 3300, Award Nomination Form) which will be made available through SBA field offices. For "team" nominations for this award, a background form is required for each team member.
- 3. An original 8" x 10" or 5" x 7" photo of the nominee; or a digital photo – at least 300 dpi; photocopies are not acceptable.
- 4. Four to five additional photos of the nominee's company, employees at work.
- 5. A nomination letter, to include a concise statement of the qualities and performance that merit the award, not exceeding four pages.
- 6. A brief biography of the nominee, not exceeding one page.
- 7. A business profile, not exceeding one page.
- 8. The nominee's financial statement including balance sheets, profit-and-loss statements and financial reports not exceeding 12 pages, on 8 1/2" x 11" paper for the last three years.
- 9. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
- 10. A completed SBA Form 2137 Award Nomination Consent Form is available at SBA field offices.

What are the selection procedures for this award?

The SBA Entrepreneurial Success Award winners will be selected at the district levels. Winners will be selected by a panel of judges. The winner will be announced at the Awards Dinner and Gala during the local Small Business Week, May 6-11, 2013. Non-federal individuals serving as judges must sign a conflict of interest/non-disclosure certification.

Key Deadlines – Due January 31, 2013

Nominations must be submitted to the U.S. Small Business Administration, Patti Guttman, EDS, St. Louis District Office, 1222 Spruce Street, Suite 10.103, St. Louis, MO 63103. She can be reached at patricia.guttman@sba.gov or (314) 539-6600 x255.

What are the evaluation/selection criteria for the SBA Entrepreneurial Success award?

In evaluating the nomination packages, the judges will look at the following criteria:

1. Staying power — a substantiated history as an established business; including:
 - Number of years in business.
 - Sustained expansion, addition of territories, growth in square footage occupied.
 - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years.
2. Growth in number of employees — a benchmark to judge the impact of the business on the job market.
 - Sustained over a minimum of three years.
 - Increase over the three years must be in excesses of growth in Gross National Product.
3. Increase in sales and/or unit volume — an indication of continued growth over the last three years.
 - Consistent growth in net income as evidenced by fiscal year annual profit-and-loss statements for a minimum of three years.
4. Current and past financial performance — financial reports substantiate an improved

financial position of the business.

- Profit-and-loss statements for the last three years, reflecting sustained upward growth.
 - Balance sheets for the last three years, showing consistent increase in net worth and/or partners' return.
5. SBA Assistance – documentation of the type(s) and amount(s) of SBA assistance received by the business and the year(s) in which it was received.
 6. Innovativeness of product or service offered — an illustration of the creativity and imagination of the nominee.
 - Specific description of uniqueness of product or service.
 - Explanation of how product or service fits a niche not being adequately addressed by the competition.
 7. Response to adversity — examples of problems faced in the nominee's business and the methods used to solve them, including:
 - Specific description of financial, physical, legal or other crisis.
 - Substantiation of the threat to the continuity of the business.
 - Defined actions taken by the nominee to resolve the crisis.
 8. Contributions to community-oriented projects — evidence of the use of his/her personal time and resources, including:
 - Listing of specific contributions of money, time, or resources to charitable causes.
 - Membership in councils, boards and clubs providing support and services to the community.

There are no deviations from these guidelines.

For more information, contact:

Patti Guttmann, EDS

Phone 314-539-6600 x255

Email: patricia.guttmann@sba.gov

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1222 Spruce Street, Room 10.103
St. Louis, MO 63103